DETAILED ACTION

This action is responsive to communications: Amendment filed on 31 Aug. 2010.

Claims 1 and 11-17 are pending in the case. Claims 1, 11 and 14 are independent claims.

Applicant's Response

In Applicant's response dated 31 Aug. 2010, Applicant amended claim 1, 11 and 14; cancelled claim 2; added new claim 17; argued against all objections and rejection previously set forth in previous Office Action dated 01 Jun. 2010.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 1 and 11-17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pettersen (Patent No.: US 6,826,594 B1; Filed Jul. 15, 2000) in view of Kim et al. (Pub No.: US 2001/0011235 A1; Filed Jan. 23, 2001) (hereinafter "Kim")

Regarding independent claim 1, Pettersen discloses *a Web server for transmitting a Web page including dynamically-altered contents via a network, comprising:*

an input portion that receives a parameter inputted through a terminal device of a user, the parameter including user identification of the user (col. 4, lines 17-57; col. 7 line 45-col. 8, line 5; col. 8, line 43-col. 9, line 5; col. 9, lines 32-54; Pettersen discloses a web server that receives parameters from a web page owner in a URL string call. Based the parameters passed in the call string the host server will return output stored in memory to the calling web page. Pettersen also discloses the call string can be in the form of a Java applet, JavaScript, Flash or one of various other program/script languages supported by the host server. The call string passed to the host server contains a URL denoting a file address, a program file designation and a user ID.).

an operation portion that determines the dynamically-altered contents based on a result of an application in accordance with the inputted parameter (col. 4, lines 18-57; col. 7 line 45-col. 8, line 5; col. 8, line 43-col. 9, line 5; Pettersen discloses a web server that receives parameters from a web page owner in a URL string call. Such parameters include a subset or smart zone name (areas or zones of a web page) Based the parameters passed in the call string the host server will return output stored in memory to the calling web page. Pettersen discloses disclose the smart zone content database may include a plurality of tag identifiers which are received from the user system browser during rendering of a web page.).

a Web page generation portion that generates the Web page at a first time by incorporating therein the determined dynamically-altered contents (col. 4, lines 18-37; col. 8, line 43-col. 9, line 22; Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute. Pettersen discloses a Web page generation portion that generates the Web page by incorporating therein the determined dynamically-altered contents.).

a Web page transmission portion that transmits the generated Web page to the terminal device of the user (col. 17, lines 40-50; col. 23, lines 6-20; col. 27, lines 18-32; Pettersen discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the AID.).

a designation reception portion that receives, from a terminal device of an administrator, designation of date and time, screen ID and user identifying information (col. 4, lines 8-17; col. 5, lines 1-15; col. 4, lines 29-37; col. 7, lines 45-65; col. 17, line 66-col. 18, line34; col. 20, line 66-col. 22; line 52; col. 27, lines 18-32; Pettersen discloses the merchant may utilize a web browser (administrator terminal) to modify the dynamic lookup table, thereby updating, modifying or replacing web pages. The merchant may optionally provide other parameters which are allowable in the dynamic lookup table, which includes URL, AID (designates which content to retrieve), PID (user browser information) variables and merchant ID. Pettersen discloses a remote content

management system and method are provided whereby a web page owner defines one or more areas or zones of a web page, wherein a variety of different types of content may be placed. Pettersen also discloses an owner field in the content database. Pettersen discloses inserting dynamic content in a designated portion of the web page or the entire web page defined by at least one content display attribute. Pettersen also discloses an application program at central linking web site logs the request for the specific AID (designates which content to retrieve) and PID (user browser information) variables and located the content file/web page to return to the user system using the AID. Cookies are used to store data such as AID, CID and time stamp. Pettersen also discloses a user identification number (UID) which is stored on a host server and a PID (screen ID), which is a unique key used to identify the affiliate website and a time stamp. Time stamp (date and time) and PID information are stored in cookies, which are used in the tracking domain of the request. Pettersen further discloses an application program at the central linking web site logs the request for the specified AID and PID variables. Therefore the Examiner concludes Pettersen implicitly discloses a designation reception portion that receives, from a terminal device of an administrator, designation of date and time, screen ID and user identifying information.).

a contents information extraction portion that extracts, from among the dynamically- altered contents stored by the storage portion of the Web server, contents of the Web page that has been generated at the first time corresponding to the date and time, screen ID and the user identifying information both of which are received by the designation reception portion (col. 9 lines 10-20; col. 25, lines 11-56; Pettersen

discloses retrieving/extracting dynamic web page content by initiating a call string passed to the host server. Calls strings are passed to the host server embedded in the web page's HTML code containing a URL denoting a file/web page address, a program file designation and a user ID. Pettersen further disclose cookies are used to store data such as AID, CID and time stamp. Pettersen also discloses a user identification number (UID) which is stored on a host server and a PID (screen ID), which is a unique key used to identify the affiliate website and a time stamp. Time stamp (date and time) and PID information are stored in cookies, which are used in the tracking domain of the request. Thus Pettersen discloses contents of the Web page corresponding to the date and time, screen ID and the user identifying information.).

a Web page regeneration portion that regenerates the Web page at a second time by incorporating therein the extracted contents of the Web page (col. 11, lines 28-39; Pettersen discloses a web page can be dynamically rearranged or regenerated to the advantage of the dynamically changing conditions.).

a regenerated Web page transmission portion that transmits the Web page that has been regenerated at the second time to the terminal device of the administrator along with the parameter, the date and time of generation and the screen ID to allow the administrator to identify a cause of an error in the dynamically-altered contents (col. 11, lines 28-39; col. 17, lines 40-50; Pettersen discloses a web page can be dynamically rearranged, reformatted or regenerated to the advantage of the dynamically changing conditions. Pettersen also discloses a user identification number (UID) which is stored on a host server and a PID (screen ID), which is a unique key used to identify the

affiliate website and a time stamp. Time stamp (date and time) and PID information are stored in cookies, which are used in the tracking domain of the request. Pettersen further discloses an application program at the central linking web site logs the request for the specified AID and PID variables. Therefore the Examiner concludes Pettersen implicitly discloses a regenerated Web page transmission portion that transmits the regenerated Web page to the terminal device of the administrator along with the parameter, the date and time of generation and the screen ID, wherein providing an administrator with the capability to identify a cause of an error in the dynamically-altered contents.).

Pettersen does not expressly disclose *a contents information process portion that makes a storage portion of the Web server store the determined dynamically-altered contents and the inputted parameter in association with a date and time of generation of the Web page, a screen ID identifying a generation of the Web page and user identifying information on the user* .

searching for the determined dynamically-altered contents stored in the storage portion of the Web server.

Kim teaches *a contents information process portion that makes a storage portion of the Web server store the determined dynamically-altered contents and the inputted parameter in association with a date and time of generation of the Web page, a screen ID identifying a generation of the Web page and user identifying information on the user*

(0042-0049; 0096-0104; Fig. 5; Kim teaches a web server database unit which stores dynamically-altered contents and the inputted parameter in association with a date and time of generation of the Web page, a screen ID identifying a generation of the Web page and user identifying information on the user.).

searching for the determined dynamically-altered contents stored in the storage portion of the Web server (0021; 0042; 0079; 0096; Kim teaches a dynamic site producing unit for producing site path information to a user by searching site information built into the database. Kim also teaches storing information on contents and goods the user frequently visits and purchased in the database of the members management unit. Therefore the Examiner concludes it would be obvious to one of ordinary skill in the art to modify Kim teaching to provide searching for the determined dynamically-altered contents stored in the storage portion of the Web server.).

Therefore at the time of the invention it would have been obvious to one of ordinary skill in the art to combine Kim with Pettersen for the benefit of providing a server database unit for storing user information and information on contents and goods that a user visits, search and purchase from a commerce business site (0042).

Regarding independent claims 11 and 14, the claims recite subject matter similar or substantially the same as that recited in independent claim 1. Thus Pettersen discloses every limitation of independent claims 11 and 14 as disclosed regarding independent claim 1.

Regarding dependent claims 12 and 15, Pettersen discloses the *method for regenerating a web page according to claim 11 and 14 respectively, further comprising: storing, into a storage portion provided for the computer, as a log file, the dynamically altered web content, the parameter, the date and time, and the screen ID in association with each another* (col. 27, lines 17-60; Pettersen discloses an application program at the central linking website which logs the request for the specified AID and PID variables, and locates the content to be returned to the user system browser. Pettersen discloses the central linking website preferably writes one or more cookies to the user system browser. The cookies are used to store impression data such as the AID, CID (company or merchant ID) and a time stamp. The Examiner concludes that Pettersen discloses each element of the recited limitation, therefore implicitly disclosing the recited limitation.).

Regarding dependent claims 13 and 16, *Pettersen discloses the method for regenerating a web page according to claim 11 and 14 respectively, wherein the computer is a web server having a function of a Java servlet* (col. 7, lines 27-44; col. 8, line 6-col. 9, line 44; col. 23, lines 45-61; Pettersen discloses call string serviced from the remote content servicing web site can be in the form of a Java applet, JavaScript, Flash or one of various other program/script languages supported by the host server. Thus Pettersen discloses a web server having a function of a Java servlet.).

Regarding dependent claim 17, Pettersen discloses *the method for regenerating a web page according to claim 11, further comprising identifying a cause of an error in the dynamically altered web content by the administrator from the web page transmitted to the terminal device of the administrator* (col. 11, lines 28-39; col. 17, lines 40-50; Pettersen discloses a web page can be dynamically rearranged, reformatted or regenerated to the advantage of the dynamically changing conditions. Pettersen also discloses a user identification number (UID) which is stored on a host server and a PID (screen ID), which is a unique key used to identify the affiliate website and a time stamp. Time stamp (date and time) and PID information are stored in cookies, which are used in the tracking domain of the request. Pettersen further discloses an application program at the central linking web site logs the request for the specified AID and PID variables. Therefore the Examiner concludes Pettersen discloses all the elements/subject matter required for identifying a cause of an error in the dynamically altered web content by the administrator from the web page transmitted to the terminal device of the administrator. Thus Pettersen implicitly disclose or suggest the recited claim limitation.).

NOTE

It is noted that any citations to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the reference should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. See MPEP 2123.

Response to Arguments

Applicant's arguments filed 31 Aug. 2010 have been fully considered but they are not persuasive.

Applicant argues “Pettersen does not disclose the interaction between a web server, a terminal of a user and a terminal of an administrator. Pettersen does not disclose or suggest the involvement of a terminal of an administrator."

The Examiner disagrees.

Pettersen discloses the merchant may utilize a web browser (administrator terminal) at the merchant web site to modify the dynamic lookup table. By contacting the central linking web site, the merchant may thereby update, modify or replace a web page, including altering the destination link stored in the dynamic lookup table. By making a singular change automatically causes every affiliate web page that had previously referred to the old destination link to immediately switch to the new destination link. Pettersen also disclose the dynamic lookup table is located on a remote web server. Pettersen further disclose the dynamic lookup table being accessed by a request from a client computer. Thus Perrersen discloses interaction between a web server, a terminal of a user and a terminal of an administrator (col. 17, line 66-col. 18, line 16; col. 19, line 16-col. 20, line 34).

Applicant argues *“No portion of Pettersen discloses or suggests such transmission of the Web page generated at a first time to the terminal of the user, and*

transmission of the Web page regenerated at a second time to the terminal device of the administrator."

The Examiner disagrees.

Pettersen discloses the merchant may utilize a web browser (administrator terminal) at the merchant web site to contact the central linking web site, which may return a web page including a screen interface for updating the dynamic lookup table. The merchant may thereby update, modify or replace a web page, including altering the destination link stored in the dynamic lookup table. Using the broadest reasonable interpretation, the Examiner concludes Pettersen does not preclude one of ordinary skill in the art from concluding that the web page returned to the merchant to update or modify could include but not be limited to a previously modified/updated web page. There the Examiner concludes that Pertersen does indeed suggest transmission of the Web page generated at a first time to the terminal of the user, and transmission of the Web page regenerated at a second time to the terminal device of the administrator (col. 17, line 66-col. 18, line 16; col. 19, line 16-col. 20, line 34).

All other arguments have been considered but are moot in view of the new ground(s) of rejection. A new ground(s) of rejection is made in view of Pettersen and Kim.

It is noted that Applicant's amendment to the independent claim significantly changes the scope of the claimed invention when interpreted as a whole.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James J. Debrow whose telephone number is 571-272-5768. The examiner can normally be reached on 8:00-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on 571-272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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